

- 1) Details on data harvested in January 1998
File Name: 980218polkauto.ppt (Appendix A)
Original File Creation Date: Feb. 14, 1998
Author: Jeff Wilkins, Sift, Inc.

Facts: The pilot test involved:

- i) Building a system to extract and normalize the data in classified ads
- ii) Culling test records
- iii) Phone surveying sellers to ascertain their buying intent (validating that listing a vehicle for sale is a leading indicator for a next purchase in the near future).
- iv) Reverse appending (attaching a name/postal address/consumer demographics) and profiling the leads.

Sift harvested 26,000 leads in January 1998. To detail the progress of the pilot test, this presentation was created on February 19, 1998. Page 3 of the Appendix A also shows the results of a preliminary phone survey that indicated that 56% of individuals listing automobiles for sale either had already bought or planned to buy another vehicle after disposing of their old car. This proved that listing the vehicle for sale was a leading purchase indicator, and that these were intender leads. But we still needed to prove that the data could be enhanced by reverse appending the phone number with name, postal address and consumer demographics. Also, the data are to be compared to DMV records to determine if the stated buying intent was undertaken.

980218polkauto.ppt Properties

General Summary Statistics Contents Custom

Title: Sift, Inc. Internet Direct Marketing Services

Subject:

Author: Jeff Wilkins

Manager:

Company:

Category:

Keywords:

Comments:

Hyperlink base:

Template:

☒ Save preview picture

OK Cancel

Figure 1. Direct screen shot showing author of 980218polkauto.ppt (Appendix A).

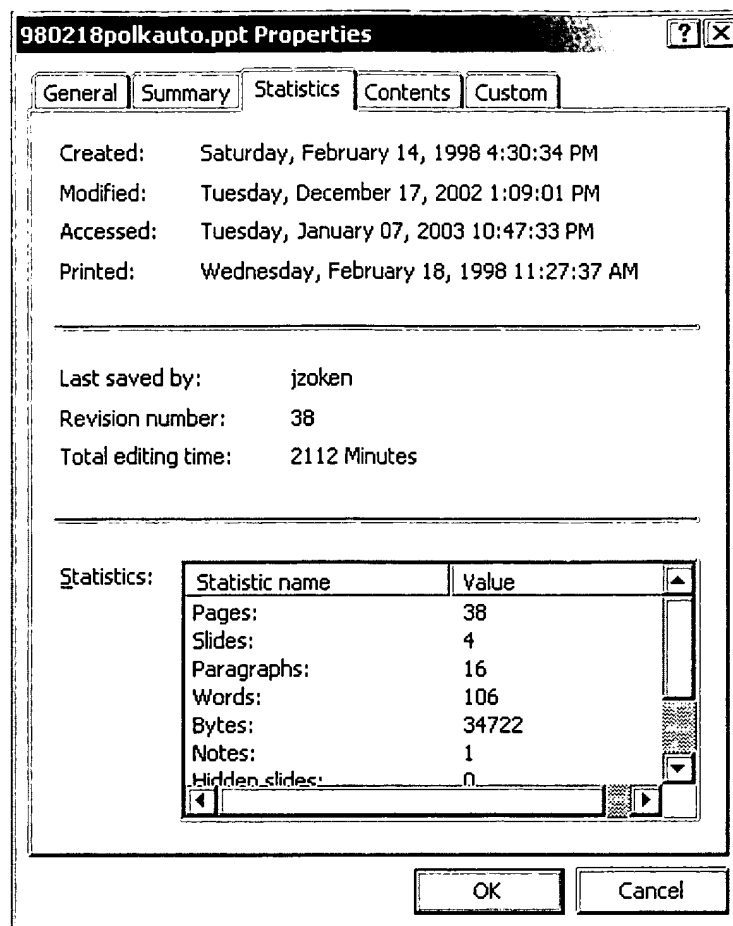


Figure 2. Direct screen shot showing the creation date and last printed date of 980218polkauto.ppt (Appendix A).

- 2) Analysis of Auto Intender Data harvested in January 1998:
File Name: siftpolkautostats.xls (Appendix B)
File Creation date: May 5, 1998
Author: Jim Dries, The Polk Company

Facts: Detailed appending of consumer demographics and analysis of buying behavior. This analysis validated the value of the auto intender data harvested, particularly the fact that match rates were high on the data, and that it was not readily obtained through DMV records.

The screenshot shows a Windows-style dialog box titled "siftpolkautostats.xls Properties". It has five tabs: "General", "Summary", "Statistics", "Contents", and "Custom". The "General" tab is selected. The dialog contains several text input fields with labels: "Title:", "Subject:", "Author:" (containing "Jim Dries"), "Manager:", "Company:" (containing "The Polk Company"), "Category:", "Keywords:", "Comments:" (a larger text area), "Hyperlink base:", and "Template:". At the bottom left, there is a checkbox labeled "Save preview picture" which is currently unchecked. At the bottom right, there are "OK" and "Cancel" buttons.

Figure 3. Direct screen shot showing author of siftpolkautostats.xls (Appendix B).

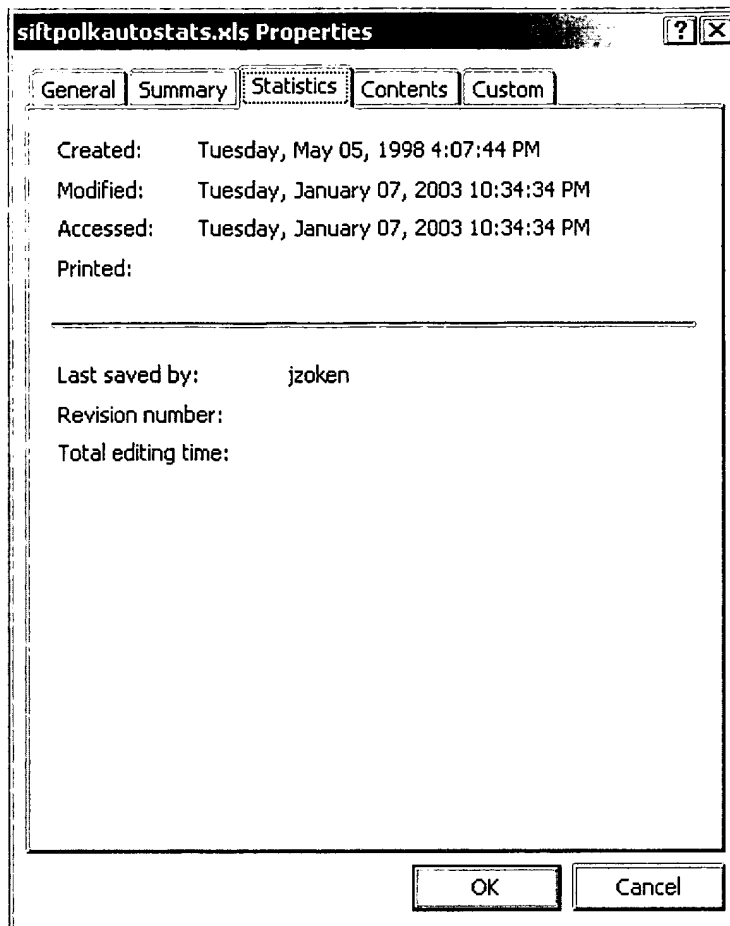


Figure 4. Direct screen shot showing the creation date of siftpolkautostats.xls (Appendix B).